

Claims:

- 5 1. An imitation flame air freshener device which comprises:  
an imitation flame,  
a fan, and  
a supply of volatile air treatment material.
- 10 2. A device according to claim 1 which further comprises:  
an electrical light source within the proximity of the imitation flame.
- 15 3. An imitation flame air freshener device which further comprises:  
a chamber which includes a fine mesh or series of vent holes adapted to permit  
the a flowing current of air into the chamber, as well as plurality of finely divided  
particles.
- 20 4. An imitation flame air freshener device according to claim 3 wherein the finely  
divided particles are selected from comminuted foil, metallic glitter, are or other  
reflective particles.
- 25 5. A device according to claim 3 which further comprises:  
an electrical light source within the proximity of the chamber.
6. A device according to claim 1 wherein the fan is a fan operable from a battery  
providing DC current.
7. A device according to claim 1 wherein the volatile air treatment material is a  
fragrancing composition.
- 30 8. A device according to claim 1 wherein the volatile air treatment material is an air  
freshening composition.

9. A device according to claim 1 wherein the volatile air treatment material is an insect controlling composition.

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10. A method for dispensing a volatile air treatment material to the ambient environment which contemplates the steps of:  
providing an imitation flame air freshener device according to claim 1; and,  
thereafter operating the said device in order to dispense the to the ambient  
10 environment.

11. The method according to claim 10 wherein the ambient environment is the interior of a room.

15 12. The method according to claim 11 wherein the ambient environment is the interior of a vehicle.

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